

1. A method for efficiently buying and selling in-force life insurance policies, comprising:

establishing an online database for storing information
5 concerning in-force life insurance policies as needed for evaluation by a buyer of such policies,

finding life insurance policies whose owners are willing to entertain offers to buy their policies,

obtaining from such owners critical financial and medical
10 underwriting information relating to the policy of each owner, as needed for evaluation by a potential buyer,

organizing such information and categorizing the information within the database as to parameters of various medical and financial information, for review online by investors and
15 potential buyers of policies, and

requiring a pre-arranged membership for a potential buyer to have access to online information concerning insurance policies,

whereby information on a large number of insurance policies is brought before each potential buyer, creating an efficient
20 market for life settlement and viatical transactions.

2. The method of claim 1, including receiving offers online, on an Internet website maintaining the database.

3. The method of claim 2, including maintaining an auction on the website for at least some of the insurance policies, to thereby obtain for a policy owner a good and competitive price for a policy.

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4. The method of claim 1, further including requiring a pre-arranged membership for a potential policy seller or agent for a potential policy seller to place information on the insurance policies in the online database.

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5. The method of claim 1, wherein the steps of finding life insurance policies and obtaining information include using agents for these steps.

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6. The method of claim 1, wherein the step of finding life insurance policies comprises advertising to policy holders and inviting them to place information on the online database.

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7. The method of claim 1, wherein the information obtained from owners of life insurance policies includes personal information.

8. The method of claim 1, wherein the online database is part of an Internet website, and including providing a service of

appraising in-force life insurance policies after critical financial and medical information regarding a policy has been provided.

5 9. The method of claim 8, wherein the website includes provision for a policy owner or agent to give authorization via the website for access to critical financial and medical information regarding the insured and the policy.

10 10. The method of claim 1, wherein the online database is part of an Internet website, and including receiving e-mail addresses of potential buyers via the website, along with information on parameters of policies desired to be purchased by each potential buyer, and providing to the potential buyers e-
15 mail alerts regarding policies that may be of interest to a potential buyer based on desired parameters supplied by the potential buyer.

20 11. The method of claim 1, further including offering on the online database a service of tracking a particular insurance policy at the request of an agent or policy holder, including a service of appraising a policy after needed policy and medical information is received by the website.

12. The method of claim 11, wherein the service of tracking a policy includes a service of issuing reminders to a policy holder to pay premiums on the policy.

5 13. The method of claim 11, wherein the service of tracking a policy includes a service of notifying the policy holder or agent when the time arises that it would be financially advantageous to sell the policy in a life settlement transaction.

10 14. The method of claim 11, wherein the service of tracking a policy includes a website page enabling a user to request a demonstration of a replacement of the user's policy with a better insurance policy, in a financially advantageous life settlement transaction.

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